

## ORDER



**Orders**  
**Order / Rev:** 192903  
**Alt Order #:** 06834515  
**Product Desc:** 10/2-10/8 Crossroads GPS  
**Estimate:** 739  
**Flight Dates:** 10/02/12 - 10/08/12  
**Original Date / Rev:** 07/22/12 / 07/22/12  
**Order Type:** REG

**WVBT**  
**Primary AE:** Petry Philadelphia  
**Sales Office:** P-PHI  
**Sales Region:** Nat

**Agency**  
**Name:** Crossroads Media LLC  
**Buying Contact:**  
**Billing Contact:**  
 66 Canal Center Plaza  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** POL/Crossroads GPS  
**Demographic:** A35+  
**Product Codes:** PL2  
**Priority:** P2  
**Revenue Codes:** AGY, POL, POL-ISS

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:** IN7573/AU3290/TO1672/AL2022/SP791

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	12	\$3,550.00	\$3,017.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$3,550.00	\$3,017.50	0.00
<b>Totals</b>	<b>12</b>	<b>\$3,550.00</b>	<b>\$3,017.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

## Order Share

	Share	Total
WVBT	5%	\$3,550.00
Market	100%	\$71,000.00

## Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	28%	\$19,880.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	42%	\$29,820.00
WTVZ	1%	\$710.00
WVEC	24%	\$17,040.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/02/12	10/02/12	M-F 10-11a Millionaire	CM	10-11a	-T-----	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
MILLIONAIRE/MILLIONAIRE B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----			1			\$50.00		0.00			
E 2	WVBT	10/03/12	10/03/12	M-F 10-11a Millionaire	CM	10-11a	--W----	:30	1	\$50.00	P3	0.00	NM	1	\$50.00

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Advertiser: POL/Crossroads GPS  
 Product Desc: 10/2-10/8 Crossroads GPS  
 Estimate: 739

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
MILLIONAIRE/MILLIONAIRE B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$50.00		0.00			
E 3	WVBT	10/04/12	10/04/12	M-F 10-11a Millionaire	CM	10-11a	---T---	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
MILLIONAIRE/MILLIONAIRE B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$50.00		0.00			
E 4	WVBT	10/05/12	10/05/12	M-F 10-11a Millionaire	CM	10-11a	----F--	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
MILLIONAIRE/MILLIONAIRE B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$50.00		0.00			
E 5	WVBT	10/08/12	10/08/12	M-F 10-11a Millionaire	CM	10-11a	M-----	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
MILLIONAIRE/MILLIONAIRE B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$50.00		0.00			
E 6	WVBT	10/04/12	10/04/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	---T---	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$700.00		0.00			
E 7	WVBT	10/05/12	10/05/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	----F--	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$700.00		0.00			
E 8	WVBT	10/08/12	10/08/12	M-F 10-1044p Fox News @ 10	CM	10-1045p	M-----	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
WVBT FOX NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$700.00		0.00			
E 9	WVBT	10/02/12	10/02/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	-T-----	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
SPORTSWRAP M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----					1	\$300.00		0.00			
E 10	WVBT	10/03/12	10/03/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	--W----	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
SPORTSWRAP M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$300.00		0.00			
E 11	WVBT	10/04/12	10/04/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	---T---	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
SPORTSWRAP M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---					1	\$300.00		0.00			
E 12	WVBT	10/08/12	10/08/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p	M-----	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
SPORTSWRAP M-F															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$300.00		0.00			
													Totals	12	\$3,550.00